



Multimedia International presents an innovative way for you increase your business
We all know that a terrible thing happens when you don't advertise.....nothing

We at Multimedia International also understand that vendors must be more original and creative in approaching a market that has become hardened to crass promotions; one has to understand and capture the attention of the customer in an inventive manner.

To this end, we wish to bring to your attention a new promotion we have devised aimed at increasing traffic to the Royal Plaza Mall, and to your shop, which we are certain will capture the attention of both island visitors and residents.

The medium is the centerfold of the Aruba Today, the most widely read English newspaper on the island by both tourists and locals. They print and distribute 12,000 copies daily, so calculate what it would cost you to not only print, but also distribute 12,000 flyers per day. For the nominal fee of 200 Arubian florins per insert, all those costs are covered, and the design of the advertisement is included in the contract, for an additional savings. To advertise in the centerfold section would normally cost an advertiser thousands of florins.

For over two years, Multimedia International has inserted the Aruba Map in the centerfold daily, which offers advertising space at a nominal cost, and the vendors have found it very successful. In the past year and a half, we decided to offer variety in the centerfold content, and so began the Aruba Advantage Column, to great success.

Advertisers in the column, after a one month tryout report a dramatic response to the format and have invariably signed to long term contracts, often vendors that never bothered to advertise anywhere else before.

The newest plan to encourage shopping in town is a page appearing on Mondays devoted to The Royal Plaza Mall alone, allowing individual shops in the mall to control the message of their promotion. Here are the advantages to you as a vendor:

- The Aruba Today is not only widely distributed in many hotel lobbies, but it is actually put under the door of each and every room of the Hyatt Regency and Marriott Resorts. People will read it over breakfast, or first thing in the morning. These are your tourists with more disposable income; these are your shoppers, the market you want to reach in particular.
- **The Palm Beach strip is building up at a phenomenal rate, for example: The Arawak Gardens, the new mall that will be opening across from the Holiday Inn, La Hacienda Mall, all of these are aimed to keeping the island visitor in the hotel area. Tourists need to be shown there is a good reason to make the trip to town and that they can find a greater variety at better prices by making that journey.**
- The fact that they could find what ever they are looking for, in a variety of price ranges from the finest jewelry to inexpensive souvenirs for the folks back home, all located in one central place, with dining and entertainment is very attractive. Discovering that it is conveniently located, directly next to the bus terminal, so they do not have to wander all over town, will get their attention. They are on vacation, they want to shop, but they don't want to have to work too hard for their bargains. A convenient location is a huge asset, but again, they need to know you are there and what you offer!
- The centerfold advertisement is in full color, and has flexibility. You can offer a special promotion to move old stock and bring in the customers by holding a sale, announce new stock, offer a coupon, have a holiday promotion; the possibilities are as endless as your creativity. We have an energetic and experienced sales staff that will assist you with ideas.
- Each vendor has a **space of 2 columns x 8 cms, for only 200 florins.** There will be a maximum of only 10 vendors, and the ad attractively depicts the Royal Plaza Mall, making it easily identifiable to island visitors.

Each year there is more competition in every market, and vendors must be more aggressive and imaginative in promoting their business, yet we understand that cost is always a factor. The Royal Plaza Mall Project is of nominal expense, yet can offer enormous returns for this investment. We are sure you will be interested in giving it a try, and suggest you arrange to get your space while it is still available Contact Clayton Brown at 583-9039 or 593-9039 or e-mail multimedia@setarnet.aw for more information and advice on getting the best return for your advertising dollar!